

March 10, 2009
Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Michael Dellolacono
Roger Jobin
Jennifer Kretovic
Jim Marshall
Bob Vachon
Mark Coen
Bernard "Sid" Chase
Ed Deshaies

Others Attending:

Chris Jacques
Phil Bilodeau

Chris notified Sid that he would be unable to attend due to a business trip. In his absence the Committee asks Jennifer to chair the meeting.

A call to Order

5 Minutes of Public Input

None

Jennifer asks if there is a motion to approve the Draft minutes from the February 3, 2009 meeting or any questions about the minutes

Sid notes that he has no record of the last meeting being adjourned.

Mark moves to adjourn the February 3, 2009 meeting

Bob Seconds

Motion carries 6-0

Mark moves approval of the minutes from the February 3, 2009 Meeting.

Bob seconds the motion.

Motion Carries 6-0

Old Business

Long Range Plan for Capital Improvements

Jennifer calls the groups attention to the various reports sent by Sid. The purpose of sending the reports is to go through them and prioritize some of the past suggestions that have not been completed.

Mark asks Sid if drainage would be his priority. Sid says many drainage projects have been completed in-house with the right side of the second fairway scheduled for spring.

Discussion of size and scope of Drainage projects
\$10,000 plus would be a capital expense
Past drainage on holes 2, 1, 6, 15, 16, 17 done in-house with operating funds

There is no master drainage plan

Sid says his priority in the short term would be to address the equipment needs through the Capital plan and address other needs through operating.

The newest TriPlex Greens Mower is a 2002

The newest Rough Mower is a 2002

The Fairway Mowers are 1999 and 2000 vintage

Phil suggests a brainstorming session to help set priorities

Roger remembers plans to combine 2 and 9 ponds, and moving the 9Th green in order to allow skating at Beaver Meadow.

Phil reports that there is money in the CIP to expand use of Beaver Meadow to four seasons starting with Cross Country Skiing this year.

Other topics of discussion regarding the Capital Plan:

Consensus that building and sharing a Plan is a positive start
Length of Plan and pro forma CIP, 5 year plan, 5 years plus one in pro forma

How things are included in CIP

Decisions are made by what the business will support

Last year often contains items for later years

Annual Report

Roger offers old reports he wrote as chair

Discussion of report:

There is feeling that past Advisories did not do report so Staff took more of a lead

Phil and Chris offer that the budget process has evolved over the years to include information that would have also been included in the Annual report.

Mark stresses that by presenting a report to Council it places Beaver Meadow in a positive light. It is important for Council to get information from Citizen Groups as well as staff.

Should Advisory do an independent report or endorse Staff's

There is consensus that the Committee should submit its own report. The Chair should write it.

Jennifer asks Sid to schedule a working session for the capital plan.

Jennifer reminds group Sid was to share a marketing plan for 2009.

Sid shares copy of plan, describes it as blend of several styles. He did not include an S.W.O.T. The Rate Comparison handed out at the beginning of rate setting is the other part of the local market assessment and the pro forma acts as our business plan.

Roger asks about the multiple payment plan discussed at prior meetings.

In 2009 multiple Payments will be accepted, half to start playing balance by June 1st. It is hoped we will start automatic bank withdrawals in the fall.

Discussion of Web Page

Improvements

Outsourcing

Cost

\$3,000 to \$10,000 to build \$150/Year to maintain

\$2,200 for Course Trends System

Advertising for Revenue

City willingness to allow outsourcing /advertising

Going to City with complete plan(s) to execute

Mike offers to work on a marketing committee if one were formed.

Roger asks if the Mission Statement is completed and if so it should be posted at the course.

The Mission Statement has been completed.

New Business

None

Jennifer asks if there is a motion to adjourn.

Bob so Moves.

Jim Seconds,

Motion Carries. 6-0

Meeting is set for April 7, 2009

7:30 AM

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Old Business

Meeting Adjourned.

2-2-09

Beaver Meadow 2009 Marketing Plan

Brief Background:

In FY03 only \$2200 was budgeted for advertising, rising to \$6030 in FY05 and currently is \$15,000.

In 2004 Daily Green Fees were lowered to \$30, 7 days a week in order to entice people back to Beaver Meadow to help overcome the perception we were crowded and suffered from slow play.

In 2005 Guest Fee rose to \$30 as Regular Green Fee rose to \$34 and expanded Guest Fee to include not just Member-Guest Tournament Play but allowed Season Permit holders to have a guest any time at this rate. Also, the Guest Fee was established as our Outing Fee, a reduction from our full green fee.

2004 (?) Joined Greater Concord Chamber of Commerce, in the past we had taken advantage of some benefits without full membership.

2004/2005 purchased [www.beavermeadowgolfcourse](http://www.beavermeadowgolfcourse.com) domain name

2005 Hosted first FUTURES Tour

2006 Established Logo for use in Print Advertising

2007 Spot on “Golf New England” Channel 50, MY TV

2007/2008 entered into contract with Millennium Advertising to sell and share revenues from, marketing opportunities at Beaver Meadow.

Mission Statement as Adopted by Golf Advisory 2008

The Mission of Beaver Meadow Golf Course is to provide the public with a quality golfing experience at a safe, attractive and well operated facility.

Local Market

More question marks than certainty. Loudon CC seems to be the only competing local Golf Course with any continuity or stability. Regionally we have new owners at Stonebridge and rumors of infrastructure improvements, and new owners at Mojalaki.

Plausawa

New General Manager, Golf Pro and Superintendent.

Aggressive price cutting "Corporate" memberships at \$750 per person minimum of 10 people, including season carts, normal memberships significantly higher. Took Beaver Meadow's Crimeline Outing by offering two for one green fees and carts as well as free food.

Canterbury

On the Auction Block, off the Auction Block, buyers in the wings, new auction date in March or April

Loudon CC

Most stability in local market, steady investment over time by most recent owners to improve product, still priced higher than Beaver Meadow.

Outlook

FY08 ended on a high note, Beaver Meadow closed the fiscal year with a net positive impact on the Golf Fund for the first time in several years. This helped drive the 2008 Golf Season. Unfortunately, following the great success and growth of the FUTURES Tour USI Championship in July, fall FY09 progressed with heavy and frequent rains, news of economic woes on Wall Street and more significant for Daily Fee Play, high gas and fuel prices. The economic outlook is still rough but Beaver Meadow must recognize that golf, especially for a Season Permit holder is a way of life not a casual decision, we must show great appreciation for their continued support. For Daily Fee play, great value for the dollar spent will drive our interaction with customers and success for the 2009 season and beyond. This will be especially important to our Outing Customers. While some will experience a delayed increase to our rates, all will have range use as a part of the Outing Package. Staff has worked with both the Pro Shop and especially the Restaurant to ensure Outing customers receive great value and service for their patronage. All staff; Manager and Grounds, Pro Shop, Restaurant, and General Services has worked to increase and retain Beaver Meadow's Outing clientele. The return of the Good Roads event is a real coup for Beaver Meadow.

Objectives, Long Term

Grow Golf Fund to assure long term stability and fund necessary maintenance and Capital Improvements.

Explore other revenue sources to enhance Golf Fund.

Objectives, Near Term

Increase net Season Permits by at least 12 Adult Permits to offset lack of Permit fee increase while at the same time courting daily fee play to subsidize permit structure. A balance of Season Permits and Daily Fee play is desirable. As noted in numerous Reports to City Council, if Season Permits remain below market, Season Permits may disproportionately grow at the expense of daily fee revenues creating more play for less revenue, thus negatively impacting course conditions by not having the funding to maintain or improve conditions.

Add at least one new League to offset past losses.

Avoid discounting by emphasizing value of our product and experience.

Continue to spread “brand” awareness south to the NH border and Massachusetts, north to the Lakes Region and east to the Coast as a way to entice new golfers to try Beaver Meadow.

Increase Daily Fee revenues by 2% by expanding market share and protecting current market share especially for outings.

Tap the growing senior demographic as permit holders and daily fee players.

Take advantage of PGA and GCSAA initiatives to grow the game.

Promotional Goals

Continue with Advertising mix that places our logo, specials and contact information in local and statewide hotels, newspapers, radio and direct mailings as well as the web.

Examples: Concord Monitor, rate ads and Monitor Destinations, Manchester Union Leader, Greater Manchester Sports, Laconia Citizen/Fosters Daily Democrat, Nassau Broadcasting's two Concord Stations, WJYY and The Wolf, 96.5 the Mill and 97.5 WZID in Manchester, WXRV The River in Haverhill MA reaching from the North Shore to the White Mountains, Spectrum Monthly mailing, the Web at the State of NH Tourism Site, and NH Outdoors, the in-house guest book at the Hampton Inn Bow, TRAVELHOST New Hampshire, a Travel Magazine distributed throughout the State in hotel rooms with information on local and statewide dining, recreation and entertainment options.

Update current Slogan?

“Play where the Pros Play”

Past Phrases:

Home of the \$30 Greens Fees

A great course at a great price!

Site of the only Professional Golf Tournament in NH

All of the Amenities of a Country Club without the Attitude

Expand direct mail use, both US Postal, and e-mail, currently available through Golf Trac.

Continue to explore the possibility of multiple direct withdrawals of Permit payments from checking or savings accounts.

Continue to upgrade Web Site with more timely information on Tournament Results, and Opportunities to Play in Upcoming Tournaments and Outings with registration links as available. Display and Promote PGA and GCSAA's initiatives to grow the game.

Continue to Leverage USI Championship to enhance Course image and revenue.

Investigate Senior Beacon and other opportunities to reach seniors

Follow up with HHH on Senior League, and/or seek out other facilities.

Continue to work with The Chamber of Commerce: Map and Guide, and Guide to Greater Concord published through the Concord Monitor, Mailings to solicit Outings and Permits in Monthly Newsletter

Reestablish relationship with The Barley House and/or others for cross promotional opportunities.

Explore greater use of Community TV

Survey Customers, last done 2007

Establish with Pro, a Junior League.

Meet with City Wellness Administrator to establish City Golf League.

Continue to take advantage of trade opportunities with Advertising entities to stretch budgeted dollars.

Continue to monitor our competitor's efforts.

Build Social Capital and Course awareness by participating in charitable events as a donor, hosting Blood Drives, acting as Ward 3 Polling Place.

Encourage and support Restaurant's efforts to stay open year round.

